



**AUTHORS
GUIDE:
WRITING
YOUR FIRST
BOOK IN 2020**

David Peterson

Writing Your First Book

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INTRODUCTION

Writing Your First Book

Writing your first book can seem like a daunting task. How do you decide on the characters? What kind of plot will you develop throughout the book? How are you going to get published and build a readership? It makes perfect sense to ask those questions, but you don't have to lose sleep over them.

You have options when it comes to getting your book planned out, written, and sold to people who are eager to read what you have to say. By taking your time and following a few simple steps, you can start writing your first book easily and follow your passion for the written word all the way through to publication.

First, be sure you have a clear idea about the contents of your book. Just jumping in might sound great, but you need to have a clear direction so you can keep your first book on track. Many first-time authors get help from other authors, reading groups, or even family and friends. They also create outlines, so that their book has a clear beginning, middle, and end. Keeping the flow going is very important. Having in sight what the end goal of your books is helps you to achieve your writing goal.

Second, when you've completed your book and the entire manuscript is done to the best of your ability, you may want to pay someone to edit it. That's important whether you're going to be self-publishing your book or submitting it to publishers or agents. You'll want your book to be as good as possible, and a professional editor can help you with that so you have the highest chance of being published and getting readers interested in your work. You also want to make sure your book make sense and is easy to understand by you reader so you can keep their interest and coming back for more.

When you start writing your first book, you're probably going to feel both excited and overwhelmed. That's pretty normal, but don't let your excitement or your fears get in the way of the actual writing. You should, if possible, write every day because even a few sentences will get you that much closer to completing your book and seeing your name in print.

CHAPTER ONE

Writing Your First Book

Writing your first book can seem like a daunting experience. But if it is something that you have always wanted to do-why not go for it? Writing costs nothing and is something that can be done in your spare time, initially as a hobby.

If you really want to get your work published then it needs to be of sufficient quality and will take hard work and dedication; but it is possible. Follow these guidelines to help you get started:

Have A Plan

It is important to have a plan for the whole book and individual chapters. This can add structure to your writing as well as providing motivation during periods when you are struggling with certain aspects of the writing process. If you are short on ideas with some chapters but have a particularly strong ending or conclusion a plan will allow you to move on and come back to the earlier chapters at a later date when your creative juices are flowing again.

Break It Down

Writing a book with hundreds of pages and tens of thousands of words can seem like a daunting project. You can only write one word at a time and that should be your main focus. Sure, you should plan ideas and chapters, but concentrating on the very next sentence and the process instead of the outcome should help to keep you motivated; even when you have thousands of words still to write.

If you have never written anything close to the amount of content required for a book then you should probably test the water with some short stories or a blog. By doing this you can discover how and when you write best.

Create The Right Environment

To write enough words for a book you need to get into the habit of writing on a regular basis. Try to set a daily time period that you dedicate purely for working on your book. If you stick to this then your word count will take care of itself. It is important that you have an area-a desk in your room, office or even in the library-where you feel comfortable working and know that you will not be disturbed.

Use a simple word processing program and even consider using a computer without internet access to remove all possible distractions. If you set aside a period of time for writing you should spend that period of time working constructively.

Attend A Class

If you are new to writing attending night school or creative writing classes can help to add that extra bit of skill or expertise to your project. Sharing classes with like minded individuals also represents a great opportunity to exchange ideas with other budding writers.

If it is something that you are doing in your spare time then it should be enjoyable. By breaking down the process and even attending classes that can offer extra tips there is no reason why writing your first book should not be a fun experience. Why not invite friends round and get them to read a chapter- if you are brave enough!

Be On Fire When Writing Your First Book

Anything worth doing requires one to be passionate about it, especially when it comes to writing a book. Writing is one of the oldest forms of communication and it is no different today than it was when the first person wrote the first words.

Where are you as it pertains to writing your first book? Good question and I will answer where you are as it pertains to writing your first book. For example, prior to writing one word for your first book go the library and or purchase a couple of books to use as models for writing your first book.

Look at your model books cover, interior and the all important back of the book. Do you like the look and feel of the books you are using as models? If the answer is yes, proceed with your review and take a close look at the interior of the book, do you like the way it looks and how the authors story flow?

If you like how the model books look on the inside, I say proceed and develop an outline for your first book. First things first, when it comes to writing your first book. Get you your calendar out and establish firm dates for starting and finishing your first book, stick to these dates because it positions you to hit your target completion date for the first draft of your manuscript.

The next thing you need to do is take the outline you wrote for your book and start filling in the blanks, in other words, craft the chapters for your book and start writing with the goal of completing one chapter a day. A chapter a day is a good rock solid goal because it is achievable, I know because that is the process I had for my first book.

There will be days you do not want to write, so instead of writing, review and edit the chapters you have completed. Ways to help you remain on fire include taking a break from writing for an hour or two, go to a coffee shop and relax, go for a walk and or just take a nap.

After you take your mental health break, get back to writing. Continue following your chapter outline and write each chapter until you finish writing the first draft of your manuscript. This process is a winning formula for authors that works over and over again.

Now that you have finished writing the first draft of your manuscript, it is time to review your work, so contact a couple of your friends to get them to review, edit and make comments and suggestions about the flow of your story line.

Be mindful not to take the comments you receive personal, it is a bonus when you receive inputs from others and in the end, you decide whether or not you want to make changes based on feedback from others.

After your friends complete their manuscript review, hire an interior design expert with editing expertise to shape and mold your book into the final stage in preparation for getting your book published. Hire a book cover consultant to design the book cover for you and a copy expert to write the sales material for the back book cover.

Last but not least, hire a book publishing company to print copies of your book. Do you feel the burn and are you on fire for writing your first book now? The correct answer is yes and I applaud you for considering writing your first book and allow your passion and the burning desire to write your first book prevail.

Start writing your first book today, you will not regret it and then you will wish you had done it sooner. Enjoy the journey of becoming a first time author.

Easy Steps to Writing Your First Book

Writing your first book can be a daunting task. Here are 12 easy steps to writing your first book

Easy Step Number 1

The first thing to do when writing your first book is to identify your target reader. After all without a reader there really isn't much use in writing your book. The more you know the reader the better. Do you know anyone in your life that would make a good target for your book? Are they married? Pick a name for them. From now on they're your best buddy.

Easy Step Number 2

When writing your first book, you need to figure out what your reader has problems with. Of course, you want to limit that to things you can help with. You need to get deep into their minds, hearts and souls. What is their main pain point? What is their main pleasure focus? What are the problems they are experience? Which problem is top of their mind? This is going to be your guiding light for writing your book.

Easy Step Number 3

As you may by now have realized, the whole point of writing your first book is to get read. To be read you need to solve a problem. You've identified the problem, now you need to figure out how to solve that problem. How can the topic you want to write about, fix that problem? But don't just stop there. You need to determine what process they will need to follow to solve the problem. You need to determine how your topic will solve their need.

Easy Step Number 4

Now you need to determine what information they really need to solve the problem. Can you put the solution into a series of easy steps? This will form the core of the information you need when writing your first book.

Easy Step Number 5

Up to this point you've been planning your book. Now you're going to start writing your first book by organizing it. Create a list of chapters. These should be the major topics in your process or solution.

Easy Step Number 6

The key to being successful when writing your first book is to make writing easy. Organize your topic in detail before starting to write. Each of the chapters you identified in step 5 will become a chapter using the content map. Now fill in the topics you will write in each chapter.

Easy Step Number 7

Now put the topics in order by numbering them. Don't forget that you need to allow an introduction at the start of each chapter and a conclusion and bridge at the end of each chapter.

Easy Step Number 8

Do you realize you've written your first book? All you're missing are the words. All the ideas are on your content map. So it's time to edit the book. Do a structural edit. Walk through the book with someone, one sentence per topic, and see if they understand the book. Does it make sense? Do you need to change the order?

Easy Step Number 9

If you've done the previous steps correctly writing your book will be easy. That's what you're going to do now. In order you're going to put a paragraph behind each topic on the Content Map. Think PowerPoint slide. Each topic is a bulletin point on a slide. Now talk for 1 minute on the slide. That's 100 words to an author. Don't go back. Don't fix what you've written.

Easy Step Number 10

For each chapter you need to write a fifty word introduction. Think of this as your hook. Why should the reader read the chapter? Then write a conclusion - summarize what you said in the chapter. And finish it off with a bridge to make your reader want to read the next chapter. Repeat steps 9 and 10 for all your chapters. When you've finished go back and write your introduction chapter using the same method. Then write the concluding chapter -- without a bridge.

Easy Step Number 11

Don't blink... you've finished your first book. All you need to do now is go back and fix the mistakes. Correct your grammar and your spelling. Try not to rewrite anything. Then send it out to a professional to edit. You've got the best book you can produce at this point.

Easy Step Number 12

So you've written your book, you've edited it, and you've sent it out for professional editing. All that's left is to find yourself an agent. Good luck!

CHAPTER TWO

A Step-By-Step Guide to Writing

Although writing, a creative act, is an art, the many steps it is a part of transforms it into a process, and capturing words on paper is only one of them. Compare it, for a moment, to cooking a mid-summer dinner for ten people you invite to your home.

Basting the roast may initially seem the most important part of the event, but the dinner party can be considered a process consisting of several steps, including arriving at the original idea to hold it, the selection of its date and time, the grocery-listing of the items to be purchased in the supermarket, the cleaning of the house, the polishing of the silver, the requesting that the gardener cut the lawn that every morning, and the arrival of the first guests, all of which occur before the cooking itself even begins, the main and most important aspect. After they leave, the dishes, of course, will have to be washed, the leftovers must be stored in the refrigerator, and the dining room may have to be tidied up.

Writing, similarly, is an integral part of a larger process, especially if you intend to produce a longer piece, such as a novella or a how-to book. In fact, it can be considered a seven-part process, entailing the following steps:

- 1). Inspiration, Idea, and Need
- 2). Genre and Purpose
- 3). Research and Facts
- 4). Organization, Preparation, and Outline
- 5). Writing the First Draft
- 6). Revision and Subsequent Drafts
- 7). Editing

These, not surprisingly, provide the subdivisions of this article and all of its steps were employed in writing it.

Inspiration, Idea, and Need:

As "creator," the spark for any literary endeavor, whether it be a four-line poem or a significant volume concerning World War II, must come from the writer. But exactly what causes it may be as indeterminable as the meaning of life.

Ideas can, nevertheless, originate from two realms—the external one and the internal one.

In the former case, there is no end to the stimuli that generate them, including, but hardly restricted to, other written stories, articles, or poems, television shows, conversations, paintings, music, people, a park scene, the sight of your dog, the sky, the clouds, a color, a scent, or a sunset. In many cases, they may begin as fragments, leading to thoughts, memories, or feelings the mind pieces together and the person, for reasons not always within his conscious awareness, must capture, process, express, or complete.

This, to a degree, becomes the second realm of ideas-the internal one. A thought, feeling, sensation, or recollection may become inadvertently jarred and ignite the spark, which, connecting with others, takes mental form as an idea for a piece of writing. The late Dr. Wayne Dyer, a noted psychologist, called this "inspiration," which he divided into the two words of "in spirit." Something touches a person's soul and gives rise to the need to explore, express, and complete it in artistic form-in this case, of course, the literary one.

Finally, idea origins, particularly for nonfiction works, can emanate from need. If the author himself has failed to locate suitable material about a particular subject for his own research, this lack may alert him to the glaring gap in the supply and prompt his own decision to undertake the project to fill it.

Need, however, not only originates from searching, but, even in the case where there are a respectable number of works in the field, new information or a fresh approach to the subject can be applied.

What is most important for nonfiction authors, however, is that they have the credentials to be considered credible sources on the subject. In the cast of World War II, they may need to have a university degree in history, be historians themselves, be history professors, and/or have had involvement in the war.

There is one almost-guaranteed method of turning ideas and inspiration for writing off-namely, either forcing them to materialize or deliberately seeking them. Since creativity requires a state of being, these methods only oppose it.

Genre and Purpose:

After an idea has initiated momentum toward writing, you need to determine the genre, purpose, intended readership, and projected length of your project.

Genres, or categories of writing, encompass many, including nonfiction, memoir, autobiography, biography, creative nonfiction, magazine and newspaper articles, reports, dissertations, flash fiction, short fiction, long fiction (novels), poetry, and even hybrid and experimental types.

There are two fundamental purposes of writing. The first entails informing or entertaining, and the second involves a philosophy expressed as "make the known different and the different known." In the second dichotomy, the "known different" aspect entails approaching and discussing a subject or topic that has been extensively covered in a new way so that it does not read like a repeat of the others, while the "different known" approach strives to reveal or report something unique, such as the discovery of a new planet or a pocket of primitive people that has remained hidden, and therefore does not require any overly creative treatment, since its very nature will provide the interest.

Even generic genres, such as nonfiction, may need to have their purposes defined. Nonfiction itself can encompass history books, biographies, cookbooks, textbooks, and how-to works, such as how to lose five pounds per week and stay healthy.

Tantamount to these determinations is anticipated length and readership. While poems may only run a few lines and full-length books may exceed 250 pages, there is still latitude between the two. In the case of a short story or an article, the author needs to ask himself if he can tell the tale or cover the topic in a single page or will be need ten or more to do so.

Readership hinges upon purpose. If you intend to capture your memoirs for your own satisfaction, readership will most likely only include a few friends and family members, and you can print as many copies of our work as you need from your computer. If, on the other hand, you envision publication via electronic or traditional-print means (or even both with the advent of eBooks), then it will include the audience and demographics those methods reach. An article about finances, for instance, will be applicable to the business world, while one concerning nursery schools will appeal to young mothers. A textbook would target high schools and colleges.

Research and Facts:

Nonfiction works, regardless of length, hinge upon research and fact-gathering for their accuracy and even a single reader-spotted error will immediately erode the author's credibility.

"Keep in mind that there's a lot more to 'writing' than running your pencil across the paper or tapping away on your computer keyboard," according to Herbert E. and Jill M. Meyer in their book, "How to Write" (Storm King Press, 1986, pp. 26-27). "You must devote much of your effort to collecting the material you will need (for) your words and... your sentences. And this is more of a physical than a mental chore."

The research phase of writing, which can entail pouring through records, documents, books, articles, and internet entries, conducting interviews, and even immersing yourself in personal experiences, can often demand more time and effort than the actual writing phase.

But the author's responsibility is not to be underestimated.

"Keep in mind that when you write for someone-no matter what you write, no matter what you write it for-you become your reader's eyes, ears, legs, and even intellect," continue the Meyers (*ibid*, pp. 28-29). "In a very real sense, you are acting as an extension of your readers. So do the kind of job you would want someone else to do for you."

While the need for accurate research may not be questioned if you write nonfiction, its necessity for fiction should also not be discounted, especially if you create fictional characters who live or work in factual settings. If you state that Zoe and Patrick had their first date in Giovanni's Trattoria on Calloway Street in a real town in Maine, there will likely be at least one reader from that very location who knows that neither the restaurant nor the street exist.

Similarly, if you write that Mr. Fitzgibbons was tired when his 727 touched down in Paris after an eight-hour flight from New York, aviation and airline readers will know that this aircraft type does not have the range capability to cross the Atlantic.

Organization, Preparation, and Outline:

Organization, preparation, and the creation of an outline can be considered the last steps taken before the actual writing process begins. Consider the outline the directions jotted down before you get in the car and embark on the journey. It can serve four purposes.

- 1). It defines the direction and destination of the piece.
- 2). It lists the steps (or points to be made) to get there.
- 3). It becomes the road map the author follows, minimizing or entirely eliminating unnecessary deviations unless actual writing dictates their need.
- 4). It serves as the skeletal framework on which the "flesh" of words, sentences, paragraphs, and pages is ultimately hung during the writing step.

Coupled with the outline is the author's ability to synopsise the theme, story, or purpose of his intended work. The theme of this article, for example, can be stated as "Writing in any genre and in any length is a process that entails seven steps from idea to polished piece."

If writing can be compared to the architectural process, then its planning and outline can be considered its design stage and its writing its actual construction.

Writing the First Draft:

If writing were compared to architecture, then its first four steps could be considered the planning, surveying, material purchasing, and blueprint drafting ones, while writing parallels the actual building, beginning with the initial brick that serves as the structure's cornerstone. It is here that the idea takes literary form and expression and reflects the "blueprint" image the author had in his mind from inception.

Regardless of its quality, it is from this initial draft that all subsequent ones, modified by revision, will be built, leading to the final or finished one.

"In essence, you write a first draft by expanding, beefing up, and fleshing out your outline...," according to the Meyers (ibid, p. 51). "This is more (of) a construction job than it is a design job. So it's more a matter of effort than inspiration."

The previous steps required thinking and planning. This one requires actual working (writing).

Those first words and the first draft to which they lead are not necessarily easy, however.

"Writing a first draft is like trying to build a house in a strong wind," William Faulkner once commented. Echoing this sentiment, Stephen King wrote, "Write with the door closed, rewrite with the door open. Your stuff starts out being just for you, in other words, but then it goes out. Once you know what the story is and get it right-as right as you can, anyway-it belongs to anyone who wants to read it. Or criticize it." Another anonymous author comically quipped that the steps required to writing a first draft are 1). "Sit down" and 2). "Write," with the first being optional.

While this may lack instruction and insight, there is little else an author can do, if he wishes to faithfully follow his outline, than take an initial stab at the paper with his pen and leave the imprints of words on it. Get it down and capture it. Proper polish can come later.

Although dissatisfaction can theoretically prompt the writing of a new first draft and the discard of the original, it is unlikely.

"... As a general rule, by the time you've written a first draft, you've expended too much time and intellectual energy simply to throw out what you've done and start all over again from scratch..." advise the Meyers (ibid, p. 37). "In other words, shortcomings and mistakes in the execution of a first draft can be overcome and repaired; that's precisely what second, third, fourth, and even tenth drafts are for."

Revision and Subsequent Drafts:

Revision is the means by which additions, deletions, and/or amendments improve the text and result in the subsequent drafts that reflect them.

"Polishing your product requires a combination of judgment and applied techniques," according to the Meyers (ibid, p. 84). "Your objective is to smooth out the rough edges, fill in the cracks, bolster weak sections, and generally balance the whole product so that your reader will find it easy to absorb your information and, ultimately, your point."

Revision entails both larger and smaller focuses.

In the former case, the author needs to determine how clearly and accurately his piece matches and fulfills its initial purpose. How precisely does it follow the outline which served as its structure? Is it clear, logical, and able to convey its points, meeting its objective? Does it begin with a compelling hook? Are any major changes in plot, setting, scene, character, event, and timing necessary?

In the latter case, the author needs to pay attention to grammar, syntax, and writing style, determining if there is any repetition, if smooth transitions between words and sentences occur, if strong, tight verbs have been used, and if parts can be considered repetitious or too wordy.

The revision process can be enhanced by setting the work aside for a few days or even weeks before you reread it, reading it aloud, and/or having someone else read it aloud for you. As a step in the overall process, it requires both art and mechanics.

When purpose, intent, style, structure, content, character, plot, point, scene, setting, and dialogue combine to produce an effective literary work, the final draft can be considered to have been reached.

Editing:

Although editing may sound like another word for revising, it is, in fact, a mechanical process applied to the final draft when no other changes are needed or anticipated and identifies errors in spelling, grammar, and punctuation. The phrase "'Howard you.' asked, Veronica?" for example, would require four edits, resulting in the correct "'How are you?' asked Veronica," one in spelling and three in punctuation.

Write Your Book The Easy Way

Not knowing where to start? Perhaps you have the drive to write but the end result looks dauntingly far away? The following will help you to sit down and start writing immediately. You only need to follow below guidelines and you are on the way of becoming an author!

I will forgo for the moment all the preliminaries that need to be taken care of before you can sit down and write as they only make everything look complicated and therefore would present a psychological burden. Like your frame of mind, the location of writing, your expectations, the list goes on. Because you re geared to 'get on with it', with the actual writing, that is.

If you are a self-publisher, you can also ignore the correct form of double spacing, headers and footers, pagination, which publishers require. And you do not need to bother with a business proposal and introductory letter, however, an automatic word count is a handy instrument, freely provided by most word processors

Immersing into the writing part you enjoy the wonderful world of painting with words and style of sentences. Later on, you may transform your finished manuscript in to the correct layout with all the trimmings for an 'official' presentation. But your creation will always be the same.

There are three things you need to take care of to enable you to put words together into sentences and get somewhere, namely towards the end result:

1. SYNOPSIS

The first is the writing of a synopsis, that is, exactly what the book is about. A love story that leads through a lot of difficulties and tribulations, a thriller with sudden and unexpected surprises, a historic work, containing newly discovered facts, your own past you wish to enlighten the world with or addressing your family and close friends, you understand what I am trying to say. In this short description, the persons are named, the actions are laid-out, the story is explained to an unsuspecting reader or publisher.

Having this synopsis before you, you cannot get astray- it will guide you through the other pieces of pre- writing that you require.

2. CHARACTER OUTLINE

Now, having your book outlined and printed out before you, it will be easier to identify the various characters that appear in your story. Write them down by their name, what they are and describe their main characteristics. This comes easy if you manage to think of a relevant screen character you know - perhaps you can manage to paste into this a picture of this actor, as this will assist you later on in slipping into this persons personality and acting out on paper a very realistic behaviour.

Which will make your story so much more believable and fascinating!

This goes, of course, not only for humans, but animals too and even sceneries you are describing can be from a well-known personal experience or from a movie. This would bring so much more immediacy to your writing.

3. CHAPTER OUTLINE

Now the story unfolds in a concise way and in segments. From the begin you dive into the story and deal with who does what with whom, where they met, and on the story goes all portioned into chapters.

There is now law requiring certain amount of chapters, but normally a chapter is somehow self contained, like in a theatre, where a change of scenery indicates a new act. And the beauty is that you can change things around as you recognise improvements in your story whilst working on this outline. Complicated situations are put down on paper as well twisted emotions and reasoning thereby straightening out your train of thoughts.

With these three requirements, namely synopsis, character outline and chapter outline, printed out before you, it will be so easy to start your story. Now, writing down the words as they come to your mind will be easy and after a while your surroundings will disappear and you are in your own world, created by yourself. I shall soon deal with more tricks of easy writing, if you only bring the determination and discipline. And now - off to create your own publication!

CHAPTER THREE

Reasons to Independently Publish Your Next Book

For generations, the only publishing option available to would-be authors, was the traditional method of publishing, where you submitted your manuscript to one of the big publishers and hoped for the best. Modern technology has changed that paradigm. Now, anyone with a computer and an internet connection can successfully publish a book, in a plethora of formats. And most surprisingly of all, especially for those who grew up linking publishing success with the big publishing houses, is the fact that bestsellers don't have to originate in New York or London anymore.

Interesting facts about the ever-changing world of publishing:

- o Independently published authors are selling millions of volumes each year - proving that creative thought can originate outside the walls of the BIG publishing houses.
- o Books by independently published authors have earned their own recognition award: Independent Publisher Book Award.
- o The success of electronically published books (ebooks), with millions in annual sales, have proven

it is no longer necessary to print your book traditionally.

During the rise of independent publishers, the traditional publishing houses did everything they could to convince the world that their select few authors were the only people capable of telling (writing) a good story, or creating quality books. How arrogant! Certainly, we honor them for giving us some great reads through the centuries, but thanks to independent publishers, we are beginning to realize how limited the offerings were with the BIG houses.

Independent publishers have brought a breath of fresh air to the publishing world. Thanks to independent and niche publishers, the book world, which had been declining for years, is now rising like a phoenix from the ashes. A brief examination of sales data from the independent publishers, reveals what the problem was: the BIG houses were suffocating readers with their restrictive book categories and cookie-cutter ideas. (Visit my website to read my blog: [How to Write a Bestseller - An Unexpected Plan That Might Surprise You](#))

Independent publishing has helped explode the book market. Books that were formerly rejected by the BIG houses, for the simple reason that their topic didn't fit neatly into the existing categories, or traditional molds are selling millions of copies annually. And guess who wins? Every reader who loves great books, and every author who has a great story to tell, that's who! Isn't it good to breath again?

The top five reasons you should independently publish your own book:

1. Creating quality books independently has never been easier. Thanks to technological advances in computers, and the expansion of the internet, almost anyone can publish professional-quality books on their own. You no longer need to pay someone huge money to help you publish your book. Do some research, and you'll find many ways to publish your book inexpensively. First-time publishers need to check out Lulu.com. It's a great place to start. They provide easy-to-use templates, and offer simple instructions to guide you through the process. Once you learn how the process works, you can find less-expensive options available, but the learning curve increases with most of them.

That's why I recommend starting with Lulu, especially if you are printing only a few books to start.

2. Why waste your time and energy trying to convince some stuffed shirt in New York that you have a great story to tell, only to be rejected again and again? By publishing independently, you can devote your time and energy marketing your book directly to readers, instead of trying to catch the attention of an editor. For most authors, the experience will be much more rewarding in every way. (Visit my website to read upcoming article, [Ten Easy Steps to Publish Your Book Independently](#))

3. You'll make more money publishing your book independently. Yes, you read that right. Most authors, especially first-time authors, never make much money with their book. In fact, many authors never make more than the author's advance. Compounding that problem, is the short shelf life of a traditionally published book. Considering your book will only have a few months to start earning well, or be pulled off the shelf, you can see how the possibility of future earnings you're your traditionally published book becomes almost non-existent. Such is not the case with independently published authors.

I know several independently published authors who are still making sizeable incomes from their books, decades later. Note: consider joining the thousands of authors who sell millions of copies ever year, electronically. eBook sales are skyrocketing. If you enjoy writing short stories, or novella-style books, this may be the niche for you.

4. You retain all intellectual copyrights to your manuscripts - not the BIG publishing houses. (A word to the wise: never sign away your copyrights to any printer, agent or independent publisher. Read the fine print, or have a lawyer look over the contract). Think about it: you created the work, so why sign away your rights to a publisher or agent? If you do, you'll be sorry for that decision later, because your copyright means money to you. Sign it away, and you'll get nothing for your creative efforts. Retain your copyrights, however, and the potential for creating personal wealth from your work, will forever reside in your hands.

5. You are only an internet connection away from potentially selling thousands, or even millions of books. Skeptical? You shouldn't be. Every day, more and more independent publishers are proving old-school thinkers wrong. So tell me again - what made you think the next bestseller couldn't possibly be you? Exactly.

Independent publishing is the new frontier of the book industry. Nobody knows what the future may hold, but for authors, succeeding in that world has never been easier. Why wait another minute to publish the book of your dreams, when, with a well-written manuscript, and a high-speed internet connection, you can be on your way to publishing success.

Reasons Why Independent Publishers Are the Future of Publishing

Last may marketing and blogging guru Seth Godin gave a pivotal speech to IBPA members. If you haven't listened to it, I highly recommend it.

The most striking quote? "Find writers for your readers, not readers for your writers." The incredible thing that the Big Six publishers don't seem to understand is that consumers aren't going to pull a book off the shelves because of the imprint on the spine. Have you ever purchased a book primarily because you cared who the publisher was?

If you're selling a product that's designed to create consumer need rather than gratify it, that product isn't going to meet your sales expectations. And in the book industry, that means a one-way ticket to the shredder. Throwing the same writers out there over and over again, while paying ungodly advances, is only going to generate consumer loyalty if the writing is fresh and speaks to a particular market segment in a new, exciting way. As Godin puts it, the future belongs to publishers who care enough about a "tribe" and that means listening, rather than lecturing, to your audience. (It also means knowing who your audience is.)

You can't just like an author and then hope readers will flock to the bookstores.

So here's why I think the future looks bright for independents at a time when the Big Six are seeing the bottom drop out of their bank accounts:

The end of manufacturing. Godin rightly points out that the move to digital will level the playing field for new publishers who lack the capital to invest in bulk printing and warehouse space. Thanks to e-books and print-on-demand technology, independents can cut through the water at a much faster clip while the larger houses are busy bailing out their inventory-laden barges.

The "Local Is Better" mentality. The "Buy Local" movement isn't confined to the food industry. Local publishers are springing up everywhere and they line the aisles at regional book festivals. That's because they understand their audience (or "tribe") better than anyone else. Their customer numbers aren't big enough to attract the interest of the Big Boys, but with the right marketing and a devotion to meeting their audience's needs, local publishers stand to gain something the behemoths in the industry are finding increasingly elusive: profit.

Editors who edit. Maxwell Perkins, where art thou? (Likely in the unemployment line.) Staffing cuts have severely hampered the age-old practice of assigning an editor to a book who works closely with an author to refine and revise her work. Now, a writer who needs a little push in the right direction won't get it unless she submits her work to a smaller independent publisher who still understands the power and necessity of the red pen. And don't get me started on marketing support..

No fear. It's not like the publishing industry hasn't seen where the resistance to technology and a strict adherence to the status quo can lead. The music industry, anyone? Much as it was with the refusal to give up on CDs, the horribly inefficient reliance on paper, from slush pile to warehouse, is the Achilles Heel of the publishing industry. Think about how destructive the process of book, newspaper, or magazine production is. Most books are still printed in China. Not only are we devastating their forests, we're consuming all of that energy and fuel to ship those books around the world only to collect dust next to a forklift. Independents are getting it, though. They have to if they want to stay afloat.

Keys to Self-Publishing Success

Authors who decide to publish their own books can set themselves up to succeed. If you've decided you want to try your hand at self-publishing, here are six of the best ways to get on the right track to self-publishing success.

Treat it like a business For most authors, writing is an avocation, something you fit into the rest of your life. It may be a private refuge of creativity, a space that's outside the storms of day-to-day life. But book publishing is a business, and a self-publisher has a responsibility to run her business efficiently, and at a profit. You should expect the same.

Keep accurate records You are about to become a content provider, perhaps even an information entrepreneur. Your ability to make informed choices as your business matures is dependent on how good your information is. Keeping track of your business, understanding profit and loss and how to prepare rational budgets and projections about your publishing project are all necessities of business.

Seek out your peers Networking with other self-publishers multiplies your own resources by the resources of your publishing community. Social media make people easier to approach, and local independent publishing groups are a wonderful supply of expertise, community and cooperative marketing opportunities. Join one!

Have an opinion Most self-publishers are deeply connected to their subject matter. Otherwise they might not have written the book in the first place. Some of the most effective self-publishers are activists and opinion leaders with fierce loyalties and firm stands on lots of issues. Opinions help you define yourself for your target audience, clarifying for others exactly who you are.

Discover the marketing mindset When you were only an author, you just worried about the development of your manuscript. Now that you're the publisher, you begin to see the world differently. The local bookstore becomes a potential signing and community outreach. The subject of your book will influence how you see the opportunities the world presents you. Marketing your book becomes a new way to interpret the world.

CHAPTER FOUR

Book Writing and Publishing Tips

Writing and publishing a book can take a large amount of time, patience, and perseverance. Many aspiring authors today who have yet to publish a book spend quite a bit of time figuring out how to get published. Getting large publishing houses to spend the money to publish books for new authors is not easy.

For many, self publishing seems like the faster and easier option. If you're wondering which option is better for you, this will depend on your own personal goals. Here is a look at both options - traditional publishing vs self publishing and their pros and cons to help you figure out which option works best for your goals and needs as a writer.

Traditional Publishing Pros and Cons

When you are writing and publishing a book, often traditional publishing is the first thing you think about. Getting published by a large publishing house is definitely a huge accomplishment. But even if you have a good literary agency on your side, it can still be difficult to get a big publisher to sell your book. If they do decide to publish your book, it doesn't mean that it will sell well.

Publishers aren't doing as much to market books anymore because of budget cuts, business conditions, and illegal downloads.

Traditional publishers typically do not provide you with much help unless you are already an established author with a record of selling many books. Today the majority of the marketing efforts are done by authors, which means you need to be in a place where you can promote your book and give sales a boost. Even if your book is published by traditional publishers, you'll probably do as much promotion as you would if you self published the same book.

You also need to realize that when writing and publishing a book with a traditional publisher you will give up some control. A marketing team and editors will be able to make decisions on the word count, the content, jacket design, title, and more. They'll also decide how much of the sales will go to you. You need to ensure that you retain your book's copyright and that you keep the right of first refusal to edit your book.

Of course, going with large traditional publishers provides your book with more creditability and it's more likely to become part of the cataloging system of the Library of Congress. Your book has a better chance of being sold by major book sellers.

Self Publishing Pros and Cons

Self publishing is an option when writing and publishing a book. You can find services that will print and ship out copies of the book to people when they order it. You are usually able to set the price on the book to ensure you make the money you need to. Many services will allow you to put your book up for sale on Amazon.com as well.

When self publishing, you are the only one doing any of the marketing. Usually bookstores do not carry these books and books that are self published don't have the same credibility of books published by traditional publishers. All administrative functions must be handled by you as well, which means you'll have a lot of work on your plate.

The Bottom Line

If you're a new author interested in writing and publishing a book, consider both of these publishing options. Consider your goals. If you want to keep more control of your book, self publishing is the way to go. If you want to keep all of the profits from the book, self publishing is the answer. However, if you want more creditability and a wider reach in sales, traditional publishing is the best option to consider.

Sure Fire Winning Strategies

Wanting to write and publish a book and actually doing it are two very different things. Most people want to write and publish a book. Few actually do. Here are 7 sure fire strategies to help you get into the elite group of published authors.

1. Make time to write. I know this sounds like an obvious statement. Of course you need to make time to write - how else are you going to get a book written? Actually, this is likely the number one hurdle to getting a book written. Not that there is not time in the day to write but most people do not make the time. If you want to write and publish a book, make time to write it. It does not have to be three hours a day. Ten minutes will suffice. Surely you have an extra ten minutes a day.

Here are three keys to making time to write: Write about something that you are interested in. Write during your most productive time of day, i.e. if you are a morning person then make time to write in the morning. Lastly, plan your book so sitting down to write is as easy as opening your notebook or computer, glancing at your outline for direction and writing.

2. Find someone else to write it for you. Of course there are other ways to get a book written. You can hire a ghostwriter. You can ask ten colleagues to each write a chapter. You can compile all of the articles, reports, etc...you have already written on the subject. You can buy a book the rights to a book that is already written. You can also find yourself a public domain book and spruce it up to sell.

3. Find a niche, make it worth the work. Finding a niche serves two purposes. It ensures that your book is specialized and easier to market. Which means you will sell more books. However, finding a niche also makes it easier to write a focused book. Imagine if you had to write a book on bicycles. Where would you start? There are so many things to cover, how they are made, their history, cycling sports, how to ride a bike.

Your book would be 1000 pages long - and it would take a long time to write! However, if you find a niche then your book can have focus. Now your book on cycling can take shape and engage your reader. What about a book on How to Become an XGames FreeStyle BMX Champion or 101 Cycling Trips You Must Take Before You Die?

4. Beginning to write. In the very first tip, I talked about making time to write. Now, as you sit down to write your book, take a look at your surroundings. Have you created a writing space? Creating a writing space that works for you is important to both feeling like a writer and actually being productive. A writing space does not have to be a roll top desk with a fountain pen and clean white paper. I know an author that wrote his book in his car at night parked outside of a cemetery. Not because he was writing a horror story but because it was the quietest place he could find to write and that was what he needed to write his book - absolute quite. What do you need? Music? A warm cup of coffee or tea? Your dog at your feet? Create your writing space and then get down to the business of writing.

5. Name your book. Naming your book makes it real. It does not have to be the name you finally use to sell it. Make it a name that gets you excited. If you are using a computer to write your book, save your document as your book's name. Place the name in the header at the top of each page along with your name as the author. Make it real.

6. Get feedback. Once your book is written the next biggest hurdle seems to be taking the plunge and putting it out in front of readers. I know many people who have written a book, taken the time and effort to get all of their ideas and thoughts on paper, only to pack it away in the back of a closet never to be seen again. Why? I think it was because they were afraid it was not any good. You know what? You cannot tell if a book is any good if you do not let others read it. Besides, who says it has to be perfect?

7. Get your book into the hands of half a dozen friends, family, and associates. Ask them for honest feedback. Trust me, you have to tell them you want their feedback or all you will get back is praise. You do not want praise; you want to know where the book needs improving. A good strategy is to ask specific questions. "Does chapter three explain the process clearly?" "Is the book fun to read or did you find parts boring? What parts were boring?" This type of information will help you polish your book and get ready for publication.

Self Publish.

Why do we recommend self publishing as a winning strategy? Many reasons actually. Self publishing will give you immediate satisfaction to see your book in print. Self publishing will give you control over your entire book. Self publishing will make sure you do not stick your book in a back closet because you do not want to deal with rejection from publishers who do not really know what they are talking about. Self publishing will make you more money.

CONCLUSION

Book Writing Tips That Sell

You are far more likely to successfully write and publish your book if you follow these book writing tips before you write a single chapter.

1. Write your book's working title. It helps you focus and answer the readers' questions about the topic. Most non-fiction has subtitles as well. It's better to be clear than clever, but clever and clear are fine. *Passion At Any Age: Twelve Ways to Unleash It*, *Self-Promotion for the Creative Person*, *Quadruple your book's Online Sales in Less Than One Month*.

2. Write your book's thesis. A thesis is a sentence or so stating the audience's main problem and how your book will solve it. Knowing the thesis before you write the book keeps you on track. All chapters should support it. The thesis could be "Each of you has passion and you can unleash it through these twelve steps."

3. Test your book's significance. While most writers fear their book won't sell, it takes only two significances to write a book, and three for a great seller. Ask yourself, Is it relevant? Then write it! Does it present useful information? Does it have the potential to positively affect people's lives? Is it lively, humorous? Does it help answer important questions? Does it create a deeper understanding of human nature?

4. Pinpoint your target audience, all-important to your book's success. No, not everyone will want to read your book. How old are your prospective readers? Male? Female? Are they interested in personal growth, science fiction, mystery, how-to books? What challenges do they face? Are they business people? What magazines and Web sites do they like? Are they Internet savvy? What causes do they support?

Once you know them, write a letter and tell them why you are writing your book and what benefits it will bring them. Dear over-50 reader, "I'm writing *Passion At Any Age* to help you live life full throttle-with more abundance, joy, and meaning."

5. Write your reasons for writing this book. Your reader, the media, the television and radio talk show hosts all want to know why you wrote this book. Be prepared up front, so you will shine when opportunities come your way. For instance, "I wrote this book because so many of my clients and students asked me to. They didn't want theory; they wanted practical how to's to help them live life well. This audience, primarily over 50, wants and needs practical and spiritual tools to let their passion out.

6. Write down your publishing goals for this book. Do you want to give it away to members of your family or a particular group? Do you want to sell it? How many copies do you want to sell your first year? How much money do you want to make each month? What publishing format will you choose--self-publishing, traditional publishing, Print Quality Needed or Print on Demand, or eBook?

7. Organize the parts of your book. In one file, keep your introduction; in another, your index or resource section. Include your bibliography and keep a file of all people you will quote in your book who may give you a testimonial later. Keep each chapter in its own file labeled correctly so you can find it within minutes.

Twenty percent of your papers are important. Be sure to file them vertically and in order to save you time and frustration as your book projects grows. Keep computer files also.

8. Write down your chapter's format. Readers expect a clear map to guide them. They like consistency. In non-fiction, each chapter should be approximately the same length and have the same sections. To make your chapters sparkle, use stories, anecdotes, headings, photos, maps, graphs, exercises, tips. Readers like easy-to-read side bars in boxes.

9. Write the back cover material before you write your book. This "outline" helps give your book direction and helps you focus only on what's important to your thesis or theme. Your back cover has around 8 seconds to impress your prospective buyer.

Include what sells: reader and famous people's testimonials, a benefit-driven headline to hook the reader to open the book and read the table of contents, and bulleted benefits. Your bio and picture can go on the inside of the back cover to leave more room for your sales message on the back cover.

Use your back cover as a sales letter that can go on your web site or emails you send out to your prospective buyers.

10. Mock up a front cover in your book's early stages. Keep it by your workstation to inspire you. To sell your books, your cover and title have around four seconds to hook your buyer. Covers are more important than what is inside. Browse the bookstore and copy a few ideas to get you started. Do you have color preferences? Is your title powerful and short enough to be read across the room?

Writing a book is so much easier when you approach it in small bites. As soon as you get these ten parts written you will be able to start asking more specific questions that become your chapter headings.

Thank you again for downloading this book!

I hope this book was able to help you Find a Happy Home



THANK YOU AND GOOD LUCK!